## TRUTH TWISTING **HURTS RETAILERS**

#### Customers Bamboozled by Special Sales-Misuse of Advertising Power.

By HARRY R. DRUMMOND.

The retailer has contributed liberally to the present condition of things in the advertising business. Collectively speaking, he has spent vast sums of money in educating the consumer along lines that are not conducive to standardization.

Of the least sought, least bought things in the average retail store "regular" goods at "regular" prices stand at the top. Everything is "special" and all merchandise is said to be "worth" much more than the prices asked. People have been taught to keep away from goods until they are "reduced" in price.

It would be ridiculous to assume that much of this advertising is truthful. The majority of it is not. It takes an inventive genius to satisfy the average retailer when he wants an advertising man.

Truth - plain, straight-from-theshoulder truth-seems to have been crowded out of the advertising program as far the retailer is concern-

#### Fake Special Sales.

With the increase of success of "Clearance Sales" come the corresponding dechease of "regular" business during the "regular" season at "regular" prices—which called for the "invention" of "special sales."

These special sales have grown in number until now there are special sales six days a week and fifty-two weeks a year, barring holidays.

The values quoted during these sales are for the most part imaginary -purely inventive, but they give the buying public a fear of tackling any regular goods at regular prices.

There is a lack of faith, a feeling of distrust permeating every line of business; a feeling that is proving disastrous to many retailers and is at the same time helping the mail order houses.

Following Thanksgiving the retail stores of New York began spending money right and left, urging early shopping. They do this every year and they do it less effectively every year.

#### Early Shopping Farce.

The Sunday papers of December 22 contained, among other things, the announcement of Kesner's store that for the last mad rush all seasonable and holiday merchandise has been reduced in price one-half and less. Macy's advertised "Reductions in Most Departments." Lord & Taylor offered great reductions in the prices of men's house coats, carriage bags, silk hosiery, laces, umbrellas. Saks & Co. 9:15 o'clock, 100 men to take up the on the peat land near Llanwrtyd. Pormentioned reductions in men's house best paying proposition they ever have tions of it have been exposed for some coats, women's house coats furn silk ing the week this proposition will not dimensions and no interest was taken case, rur trimmed coats, furs, silk case, für trimmed coats, fürs, siik be a bit tiresome, but rather it will be a bit tiresome, but rather it will be helpful and greatly beneficial to goods. Greenhut, Siegel-Cooper Co. announced "a two days' sale of Christ- your welfare. We want you to appremas goods, in which regular prices are heavily reduced," and so on ad lib.

Fine lot of stuff! It was that way last year and for years preceding. It will be that way next year. That is what the retailer is using advertising day at our local office. Southern for-to educate the people to these tricks that would disgust even Bret Hart's immortalized Heathen Chinee. They flaunt their breaking faith with early shoppers-pay good money for space to tell the people who bought early in December that they were chumps, that they were easy marks, suckers and dubs. They rub it inand, simply because advertising educates, because it really delivers the goods, they raise a howl.

## Misuse of Advertising.

The retailer misuses advertising. He uses it as a narcotic rather than a stimulant, and, as he is unfair to customers, so is he unfair to advertis-

There are exceptions to this rule. There is one store, of which the writer was advertising manager for some time, where the customer who thing; very fond of children." made purchases on December 1, was not asked to pay one cent more than side and partly inside the counter." the customer who bought on Decem-

This is but a timely illustration. In January the bars were let down so that we might buy our winter clothing, our linens, furniture and many other staples that should be sold just as reasonably at one time as another. It is the misuse of power that is do-

ing this. One merchant, in complaining of the mail order houses and the business they do, said to the writer: "Why is it that people will buy, unsight, unseen, from mail order houses, trusting pass up the retail store, where they wide." know the merchant and can see the

goods?" The answer was that the mail or der house sells at "fixed" prices, and the customer feels or knows that he is getting a square deal. On the other hand, the customer might buy a suit from the local retailer on Monday for \$25 and see the same suit offered for \$16.50 the following Friday.

## Advertising Creates Wants.

One of the proper functions of ad- reap the rewards that come to the vertising is the creation of new desires and new needs among the people. Ploneering pays.—Curtis Publishing This makes for a higher standard of Company. living. It pushes civilization along. Twenty years ago no one telt any need for a snapshot camera. Today it is almost as necessary as a guidebook to a tourist. If you have a commodity or even an idea of a commodthem to ask for it. You can by adver shoot.

It is a lack of standardization, a twisting of the truth, the creating of a spirit of doubt that is hurting the retailer and hurting advertising. The retailer has little room to complain. It is largely his own fault.

#### NOVEL BANK ADVERTISING

Out in the western part of Oklaho-

Western Institution Tells Farmers How to Improve Conditions Instead of Giving Financial Notes.

homa a bank changes its advertisetime that the paper rolls from the press. In bank advertisements it has been considered rather dignified to have a standing card, omitting much of 'he reading matter which is pertinent to a retail store or to the introduction of

a new brand of breakfast food, or that other necessity, a popular brand of smoking tobacco. But the bank referred to knows mighty little about a standing display ad. The officers of that bank have messages for their customers, and

columns of the local newspapers. One week the bank offered some timely suggestions about the importance of raising feed crops to enable farmers to fatten live stock. In another issue the bank officials urged the farmers to increase their flocks of poultry, so that a fine revenue would be derived.

they deliver the mesages through the

The following week the advertising space which the bank paid for contained much valuable information about selecting pure seed. Another advertisement pertained to the purchase and installation of solos.

Not once have the bank advertisements referred to money matters; that's the strange part of the publicity methods which the bank has adopted.

The reason is apparent. The officers of that western Oklahoma bank are determined that farmers shall prosper. When such a condition is universal, the bank management is aware of the fact that all of the industries of the community will be prosperous.

Other banks in the state are following similar lines and, while it is not to be expected that banks shall abandon their customary methods of announcing various matters connected with finance, the advancement which communities are making by the cooperation of farmers and bankers is quite certain to attract the attention of other bankers, to the end that both professions will obtain lasting bene-

#### ODD CHURCH ADVERTISEMENT

Minister Advertises for "100 Men to Take Up Paying Proposition" and Gets Results.

A striking advertisement in a Laurel. Md., newspaper for "100 men to take up the best paying proposition they ever entered upon" drew a gathering of fifty men to the Southern Methodist church recently, Rev. Watson E. Holley, pastor, who signed himself to the advertisement as "agent," told the men that he wanted them for his Bible class and induced them to join it.

Here is the advertisement that draw the men:

"Wanted-Next Sunday morning at ciate and understand this proposition, because it contains everything needful to be known or done and it will bring you good results. Only those who mean business need apply. Come early to avoid the rush. Apply Sun-Methodist church

"REV. WATSON HOLLEY. "Agent."

RECIPE FOR SUCCESS.

And early to rise, Hustle all day -and advertise.

## FUN IN ADVERTISEMENTS.

The following advertisements appeared in various papers some years

"Bulldog for sale; will eat any-"Wanted a boy to be partly out-"Widow in comfortable circumstances wishes to marry two sons."

"Annual sale now on; don't go elsewhere to be cheated; come here." "A lady wants to sell her plano, as she is going abroad in a strong, iron frame.

"Lost, near Highgate Archway, an umbrella belonging to a gentleman with a bent rib and a bone handle." "Mr. Jones, furrier, begs to announce that he will make up gowns, caps, etc., for ladies out of their own

"Wanted, an airy bedroom for a them to pick and choose, while they gentleman 22 feet long and 11 feet Recently this item appeared in a

"A carload of bricks came in for a walk through the park."

The Wrong Idea. Some salesmen expect their line to make a success of them instead of

them making a success of their line .-L. C. Ball.

tising make them want it and then

pioneer, and in the business world

All Taught Marksmanship. Every town of any importance in the Port Elizabeth district of South Africa has its rifle range, on which military companies and school cudets ity which would be a good thing for practice. Even boys eleven years old the people, you need not wait for are supplied with rifles and allowed to

## NEW FAD FOR DOG FANCIERS

Arabian Gazelle Hound Seems Likely to Become a Favorite Here as in England.

The dog fanciers have got a new pet. It is the Arabian Gazelle bound. A pair were exhibited in London for the first time the other day, and created so much interest that they are likely to be much in evidence at exhibitions on both sides of the Atlantic at a very early date. To be strictly accurate the Arabian gazelle hound ment in the weekly home paper each is not a new dog at all, but one of very ancient lineage. The two re cently shown in London were exactly like a pair depicted on an Egyptian monument of 2,000 B. C. given by Syrians to a famous Pharach, while during the Crusades gazelles were used by the famous English king, Richard Coeur de Lion. These gazelles have astoundingly long right and have for years been trained by the Araba to hunt by watching not the quarry but the hawk in pursuit of the quarry. They have much longer feet than any English dog-a quality necessary for the sandy desert; and though half the size of a greyhound they are faster over a long course. They are, in short, among dogs the exact parallel of the Arab among horses-email, fleet, enducing, and of lineage incaiculably long and pure. The silky ears, pretty ruff of soft hair and slim build are their most striking physical features. and fidelity to their master their most noted mental quality. There are but two varieties of color, one brown, the other fawn, which breed true.

Plans Record Flight. Beckman, the aviator of Cologne, who is preparing to make a sensational flight across the Atlantic this spring from Europe to America, intends first to start from the DaRocha cape in West Spain and fly across to Fercheir, the first of the Azores islands, or 1,000 miles. From there he is to attempt the flight across the ocean to Hallfax, which will mean about 1,800 miles. He will take on board 2,000 pounds of gasoline, and the flight to Halifax will last twenty-two hours at a somewhat slower speed. This Ger man transatiantic machine is to be a monoplane no less than 33 feet in length and 56 feet spread, having a supporting surface of 540 square feet. The weight of the aeroplane is 1,506 pounds, and the framing is of steel tubes. It is to have two revolving cylinder motors, each driving one Wireless apparatus and searchlights will be carried on board.

#### Appreciate Your Blessings.

Don't kick because you have to button your wife's waist. Be glad your wife has a waist, and doubly glad you have a wife to button a waist for. Some men's wives' waists have not buttons on to button. Some men's wives' waists who have buttons on to button don't care a continental whether they are buttoned or not. Some men don't have any wives with waists with buttons on to Lutton - Fearue (Tex.) Chronicle.

#### Gigantic Bog Oak Tree.

Twenty tons of bog oak were re-cently unearthed at Llanwrtyd Wolls, Wales. It measures 48 feet long with a diameter of 2 feet 9 inches. This giant oak tree is by far the largest which has been found within memory in it until a few days ago.

## Definitions of Punch.

No beverage can properly be called "punch," which does not consist of five ingredients, the word belonging to the Marathi and Guzerati languages of India and signifying "five." It was introduced into England by the servants of the East India company about the end of the seventeenth century.

After a Bad Dinner. Tommy-"Papa, what is it that the Bible says is here today and gone tomorrow?" Papa-"Probably the cook, my son.

Enough for the Money. Client-"But you tell me of nothing but misfortunes." Fortune Teller-"Well, what do you expect for two francs? That you will win the big prize in the lottery and marry a mil-

honaire?"-Pele Mele.

I would rawer have a man who sometimes eaught fire at the wrong time than one so damp and flabby that you could never get a spark of enthusiasm out of him.-Henry Van

## THE MARKETS

LIVE STOCK.

EAST ST. LOUIS—Cattle—Native beef steers, \$5.75@9.10; caws and helfers, \$1.50 @5.50; stockers and hedders, \$1.25@1.55; Texas steers, \$5.25@8.55; caws and helfers, \$3.75@6.50; calves, in car load lots, \$1.00 @15.50. Hogs—Mixed and bureburs \$9.05 @9.25; good to heavy, \$9.05@9.15; raugh, \$4.00@8.15; light, \$9.00@2.5; buss, \$9.95@9.20; pigs, \$7.00@8.00. Sheep—Sheep, and muttons, \$5.15@7.00; lambs, \$7.00@8.50. CHICAGO—Hors—Light, \$8.85@9.10; mixed, \$5.70@9.15; heavy, \$8.50@9.20; mixed, \$5.70@9.15; heavy, \$8.50@9.10; rough, \$5.50@8.70; pigs, \$6.80@9. Cattle—Heeves, \$7.10@9.20; Texas steers, \$5.50@7.60; western steers, \$6.80@8.10; stockers and feeders, \$6.80@8.20; cows and helfers, \$1.50@8.20; culves, \$7.201.25. Sheep—Native, \$6.15@7; western, \$6.40@7.10; yearlings, \$7.2098.25; lambs, native, \$7.00 \$8.85; western, \$7.25@8.20.

S.50; Western, \$7.25@\$3.90.

GRAIN.

ST. LOUIS--Wheat--No. 2 red, \$1.67.70
1.09; No. 3 red, \$1.024.61.6; No. 4 red
92.695; No. 2 hard, \$94.69.90; No. 3 h51.4,
87.15. Corn--No. 2, 53; No. 3, 52.47.24;
No. 4, 51; No. 2, yellow, 53.5; No. 3, 24.72.4;
No. 4, 51; No. 2 yellow, 53.5; No. 3 yellow, 52.65.3;
No. 4, 51; No. 3 white, 53. Catts-No. 2,
33.15; No. 3, 22.56.38 n; No. 4, 32 n; No. 2
white, 33. Rye--No. 2, 60.
CHICAGO.--Wheat--No. 2 red, \$1.02.6
7.07 n; No. 3 red, \$5.693 n; No. 4 red, \$5.66
\$1; No. 4 red, \$5.693 n; No. 2 hard, \$94.691 n; No. 3 hard, \$89.6
CHICAGO.---Wheat--No. 2 red, \$1.02.6
7.07 n; No. 3 red, \$5.693 n; No. 4 red, \$5.66
\$1; No. 4 red, \$5.693 n; No. 2 hard, \$94.691 n; No. 3 hard, \$89.691 n; No. 4 northern, \$94.6904; No. 2 northern, \$8.685.0
Corn--No. 3, 5.6651; No. 4, 494.4650; No. 2 yellow, 534.45 No. 3 yellow, 504.65114;
No. 4 yellow, 594.50; o. 2 white, 51. No. 3 white, 52.6524; No. 4 white, 504.651.

NEW YORK,—Butter—Creamery extra.

214 @36c; state dairy, 26@36c; infliction creamery first, 25@25c; to the array white fancy, 22@24c; nearby mind by 184 @194 c; fresh firsts, 18g26c; besed poultry—Turkeys, 15@24/c; chicken 14 @25c; fowls, 12@174c; ducks, 15@20c. Live poultry—Geese, 12/c; ducks, 25c; chickens, 16c; fowls, 19c; turkeys, 21c;

# California

offers opportunities to all the world. You want to share in these opportunities? You want to make money? We are making money for ourselves would and we have such a plan to offer, one that will satisfy you that your investment is safe. You need not come to California to share in its prasperity, but should you naticipate coming, your connection with us will be invaluable. This opportunity will necessarily be limit-

ed to about fifty people.
Our reference is R. G. Dun and Braderest reference rempanies, or any bank in Los Angeles. For detailed information address. W. R. LETTON, Secretary SWANK & LETTON, Inc. 339 S. Hill Street, Los Angeles, Oal.



"What kind of a season are we going to have. Uncle Abner?" "Well, it's awful hard to say as to that. You know it depends a hull lot on the weather.'

#### HOW TO TREAT PIMPLES AND BLACKHEADS

For pimples and blackheads the following is a most effective and economical treatment: Gently smear the affected parts with Cutlcura Ointment, on the end of the finger, but do not rub. Wash off the Cuticura Ointment in five minutes with Cuticura Soap and hot water and continue bathing for some minutes. This treatment is best on rising and retiring At other times use Cuticura Scap

#### Perfectly Clear,

"I wender why so many trains are late?" said young Mrs. Torkins as she serv late?" said young Mrs. Torkins as she soing to the dealers watched the man chalk up the figures ply. The said in on the blackboard.

"Well," replied her husband, "for worth while .- Adv. one thing, traffic is much heavier than it used to be 'Of course! And the heavier a load

is, the harder work a locemotive has stances." to pull it!"

#### Important to Mothers of poses or imposes. CASTORIA, a safe and sure remedy infants and children, and see that it

Bears the Signature of Charlet Fletchers. In Use For Over 30 Years.

Children Cry for Fletcher's Castoria

"Improved" Bull Fight. A bull fight in Tokio is quite as much excuse for a gala day as a bull fight in Madrid. Business men leave their offices, and women and children their homes, to hurry to the arena. Stripped of all the less exciting, or less horrible, preliminaries which characterize the Spanish bull fight, the animals are brought in and sent at each other at once. So the battle is shorter, and two or three more fights will follow in quick succession dur-

tertainment." Only One "BROMO QUININE"
That is LAXATIVE BROMO QUININE. Look
for the substate of F. W. GROVE. Cures a Cold
in One Day, Cures Grig in Two Days. Sc.

ing the course of an afternoon's "en-

## His Best Friend.

"Well, what did you do when the problem came up? Wasted time. Went out and asked the advice of 17 friends." What did you get?"

"Seventeen different solutions." "And then?" "Then I took the advice of an eigh-

teenth friend and won out." "And who was your eighteenth friend?"

"Myself."-Cleveland Plain Dealer.

#### His Contribution. "Did old Closefist give you anything for the charity benefit fund?"

"Oh, yes; he gave me his candid opinion of it." ASK FOR ALLEN'S FOOT-EASE.

# the Antiseptic powder to shake into your shoes. Refleves Corns, Bunions, Indrowing Nais, Swollen and Sweating feet, Blisters and Callous spots. Sold everywhere, 25c. Don't accept any substitute. Sample FREE, Address Allen S. Olmsted, LeRoy, N.Y. Adv.

Not Quite. "Is he what you might call a police captain at large?" "No; he's only out on bail."-Town

Topics. Suffragettes on the Jury. "Is the jury ready to report?" "No, your honoress; they are still discussing the way in which you wear

True happiness leaves no reactions The mind is at rest with itself, and he consciousness is filled with the joy of living.—David Starr Jordan.

#### HAS ANYONE ELSE MET HIM?

the few second to the first of the second second

Kansas City Paper Tells Story of En counter With Automobilist That Is Hard to Belleve.

Thus cynically does the Kansas City and others. Would you be inter- Independent speak of the motorist ested in a plan that would guarantee who cares for something else than you a reasonable but SURE profit speed-for he does really exist, apon your investment? We know you pearances to the contrary notwithstanding:

We came upon the motor car standing on the brow of the hill. "Hello!" we said to the chauffeur.

Broken down?" "No, sir." he responded. "Out of ganoline?"

"No, sir. We have plenty." "Tire punctured?"

"No, eir. The tirus are in perfect condition."

"Lost your way?" No. sir. The country hereabouts

very familiar." Dropped something from the auto" No. alr. Nothing of the sort." Then why are you standing here? Why are you not shooting down the hill and across the level at a terrific

"I do not care to do that," said the owner of the machine, who had been silent until this moment. "Whenever come this way I have my car stopped here so that I may enjoy the mag-

nificent view from this elevation."

With a frightened glance at him, we turned and hastened to the nearest town, to warn the officials that a person evidently insane was at large in an automobile.

#### Modest.

A clerical-looking gentleman, in the hope of obtaining a contribution, entered the office of a newspaper and. finding the editor in, began:

"I am sollciting aid for a gentleman of refinement and intelligence who is in need of a little ready money. but is too proud to make known his sufferings."

"Why!" exclaimed the editor, "I'm the only man in town answering that description. What's the geneleman's name?"

"I'm sorry to say I am not at liberty to disclose it. "It must be me, parson. Heaven prosper you in your good work," said the editor, wiping away a tear.

#### URGING GREAT SALE OF CANNED FOODS

Dealers, grocers, jobbers and manufac-turers all over the county are solving lands during the week of March list to April 5th in an effort to acquaint business wives with the economy and quality of canned toods.

At other times use Cuticura Soap freely for the toilet and bath, to assist in preventing inflammation, irritation and clogging of the pores, the common cause of pimples, blackheads, redness and roughness, yellow, oily, mothy and other unwholesome conditions of the skin.

Cuticura Soap and Ointment sold throughout the world. Sample of each free with 32-p. Skin Book. Address post-card "Cuticura, Dept. L, Boston."

Adv. and this served don't without honden.
The farmer's wife especially finds it advantage is to releve leave if of all the cooking possible and Cannel Foods enable her to do this and at the serve limit to a possible with the serve in each of the serve National Cannel Foods with serve National Cannel Foods with the server of the server of

> Paradexical. "What caused him to go crooked." "He got in straightened circum-

And a woman either poses sup-

## The greatest loss to any man is his

PILES CURED IN 6 TO 14 DAYS
Your draggest will record money it FAZU OINT.
MENT fails to cure any case of Irching, Blind,
Bleeding of Protrucing Piles in 6 to 14 days. See

Don't flag the busy little bee when

he is going straight ahead.

Mrs. Winslow's Soothing Syrup for Children teething, softens the gums, reduces inflamma-tion, allays pain, cures wind collegion bottle. Many a girl with brains enough for two equalizes things by marrying a

I.FWIS' Single Binder, straight 5c-reany smokers prefer them to 19c cigars. Adv.

men without any.

plays on the dog?" "To see if it is a howling success," it. Frice 25 cents. All Druggists.

CONSTIPATION

Pills are unlike all other lazatives or cathartics. They coax the liver into activity by gentle methods, they do not scour; they do not gripe; they do not weaken; but they do start all the secretions of the liver and stomach in a way that soon ach in a way that soon puts these organs in a

bealthy contist and corrects constipation. Munyon's Paw-Paw Pills are a tonic to the stomach, liver and nerves. They invigorate instead of weakens "Why do managers try their new ishing it; they enable the stomach to get all the nourishment from food that is put into

# Thousands of Homen

#### Have Been Restored to Health By Lydia E. Pinkham's Vegetable Compound.

There is no doubt about this fact. Why! during the last 30 years we have published in the newspapers of this country volumes of letters from women who have been relieved of all their suffering by the timely aid of this grand old medicine. Letters like the following, true, genuine and honest expressions of gratitude coming from grateful hearts. Surely you can believe these women.

Mrs. L. S. BRENNER, Hudson, Mich., says:-

"Sometime ago I was taken with a terrible pain in my right side, such sharp pains just like a knife sticking me. I tried hot applications but that did no good. I went to our family doctor (we were living in Fayette, Ohio, at that time) and he said it was organic inflammation. I doctored with him a while but kept getting worse. The pain was so terrible I could hardly stand on my feet. I would have that sharp pain in my right side, and a dull heavy pain the whole length of my limb. I realized that something had to be done quickly, so I looked up all of your advertisements I could find, and saw several that described my case. I got a bottle of Lydia E. Pinkham's Vegetable Compound and it helped me from the first dose, and when I had taken two bottles my trouble was gone. Your medicine has when I had taken two bottles my trouble was gone. Your medicine has done so much for me that I am willing you should publish this letter for the sake of other suffering women."-Mrs. L. S. BRENNER, Hudson, Michigan.

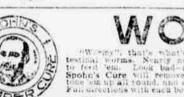
#### Mrs. L. E. BOWERS, Girard, Pa., says: -

"I take pleasure in informing you of what Lydla E. Pinkbam's Vegetable Compound has done for me. I had a sick spell last February, and for some months after that I was not regular and had many bad feelings. I was tired all the time, had dull headaches, not much appetite, and also what the doctor called erganic inflammation. Your Vegetable Compound has entirely cured me and I feel that too much cannot be said in its praisa as I am now able to do my own work. You are perfectly welcome to use my testimonial for the benefit of others."—Mrs. L. E. Bownis, R.F.D. No. 1, Girard, Pa.

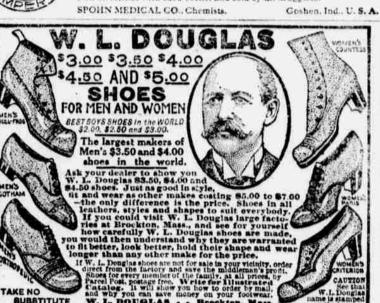
Mrs. ELIZABETH GENTILCORE, Buffalo, N.Y., says:-"I feel that I must write to you about your wonderful remedies. Abouten years ago I was troubled with female weakness and was all run down. I was tired all the time and could hardly walk without feeling dizzy, heard about Lydia E. Pinicham's Vep-table Compound, took it, and also used the Sanative Wash. I got stronger, and have not had those dimegodis since. I feel that I owe my health to you, and hope your remedies will help others as they have me. I tried most everything I heard of, and yours are the best medicines for woman's aliments. —Mrs. FLEARETH Gunting and for Street Refule New York aliments. —Mrs. FLEARETH Gunting and for Street Refule. New York aliments.

TU.CORE, 26 Glor Street, Buffale, New York, For 30 years Lydia E. Pinkham's Vegetable (200 Compound has been the standard remedy for iemale lifs. No one sick with woman's allments (does justice to herself if she does not try this famous medicine made from roots and herbs, it has restored so many suffering women to health. Write to IYBIA E PINKHAM MEDICINE CO. (CONFIDENTIAL) IYAN, MASS., for advice. Your letter will be opened, read and answered by a woman and held in strict confidence.





# WORMS.



# Are You A Woman

#### CARDUI Woman's Tonic (CARD-YOU-EYE)

Written in simple English. Tells what you want to know, in a way you can understand. Full of valuable information for every woman, whether sick or well. Sent free in plain wrapper, upon receipt of request. All correspondence strictly confidential. Just say: "Send your Home Treatment Book." Address: LADIES' ADVISORY DEPT., Box 304, St. Louis, Mo.

"James got dizzy in the water and it frightened him." "It is the best thing which could have happened." "How do you make that out?"

"If he was dizzy, wasn't his head

Best Thing.

FOR WEAKNESS AND LOSS OF APPE-TITE.
The Old Standard seneral strengthening tonic, GROVES TASTELLES call TONIC drives out Ma-iaria and builds up the system. A true tonic and sure appoilser. For adults and children. 60 cents

When some men get interested in

# Saskatchewa



Free Homestending n Corrent, Saskarchewar

ITS W. Sth No., Esnate City, No., and C. Brenghton, 112 B L & T Bids, Chicago, 11

DO YOU KODAH



Bettil Gye Salve GRANULATED

W. N. U., ST. LOUIS, NO. 13-1913.

